

J.B. Mosby & Co.

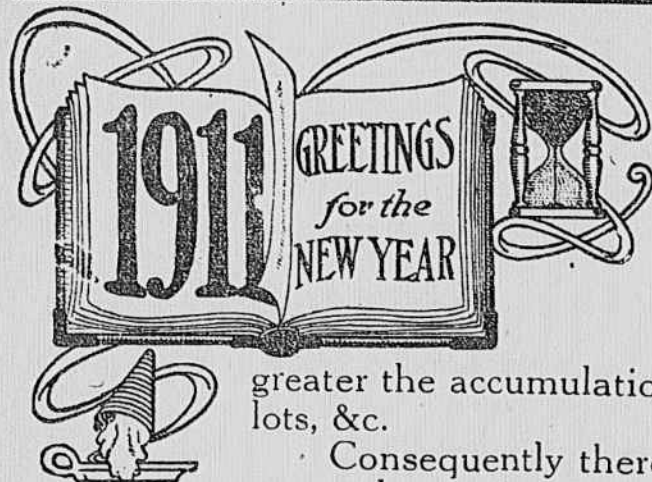
The Mosby Store is a Quality Store, But Not a High Price Store

The New Embroideries Are Coming In Daily
Among others that arrived up to last night are the following:
15-Inch Nansook Flouncings, 40c Value for 29c Yd. 50c Value for 39c Yd.
New and tasty patterns, very well worked. Unequaled at the price for trimming undershirts.

J.B. Mosby & Co.

Agents for Pictorial Re-View Patterns

Our January Clearance Sale BEGINS To-Morrow



Greatest Mid-Winter Sale in Richmond

Thousands of Dollars' Worth of High Grade Merchandise 25% to 50% and Some of It 75% Under Price.

1910 gave us the greatest year's business in our history, thanks to you. The greater the business the greater the accumulation of odds and ends, remnants, broken lots, &c.

Consequently there's a greater need than ever for a clearance sale.

We're starting one to-morrow that will eclipse in value-giving any that this store or any other store in Richmond has ever held.

"When Mosby's advertise a reduction sale it always amounts to something, and you can always get real bargains," was the remark overheard on the elevator a day or two ago. We can add nothing to this endorsement.

Radical Price Cuts in Ready-to-Wear Garments, Dress Goods and Silks

The values advertised to-day will make our third floor garment store the busiest place in Richmond to-morrow. Join the crowd!

Five Lots of Suits

Suits, \$12.98

Were \$25 and \$30

Made of Serges, Cheviots, Diagonals and Fancy Mixtures, in black, navy, green, garnet, wistaria, and gray; 32-inch plain tailored coats, lined with satin; plain gored skirts.

Suits, \$15.98

The \$30 Kind

Mannish Mixtures, Serges, Diagonals and two-tone effects, in gray, green, wistaria, brown, navy and black. New spring style coats, 28 inches long, plain tailored, satin lined; plain gored skirts.

Suits, \$19.98

Originally \$30 and \$32.50

Cheviots, Serges and two-tone effects, in 30 and 32-inch plain

Extraordinary Values

tailored coats, lined with satin; newest style skirts. Very stylish garments.

Suits, \$23.98

They Were \$35

Serges, Cheviots, Boucle Cloth and Broadcloth, in all the staple colors, including black; also fancy mixtures. Plain tailored coats, plain gored skirts.

Suits, \$27.98

Originally \$37.50

English Mixtures, Mannish Mixtures, Serges, Boucle Cloths, Broadcloths and Cheviots in this lot; 30 and 32-inch coats, plain tailored or with velvet collar; plain gored skirts.

Caracul Coats

THREE LOTS Reduced Prices

LOT 1.

Made of all wool Caracul Cloth, 32 inches long; shawl collar; beautifully lined with satin.

\$17.75

Were \$24.75

LOT 2.

Made of all wool Caracul Cloth and Seal Plush; trimmed with jeweled buttons; satin lined; 52 inches long.

\$23.75

Were \$30.00

LOT 3.

Made of all wool Caracul Cloth and heavy Seal Plush; trimmed with silk frogs; large shawl collar.

\$29.75

Were \$35.00

Evening Wraps

THREE LOTS Much Reduced

LOT 1.

Made of Broadcloth, in white, gray, pink and light blue; prettily trimmed in braid, with a throw tie. You'll not find their equal at \$6.98.

\$6.98

Were \$10.00

LOT 2.

Capes and Coats made of Broadcloth, in white, apricot, pink, tan and light blue; trimmed with silk braid, marabout and fur.

\$18.75

Were \$24.75 to \$33.75

LOT 3.

Capes and Coats made of Venetian Cloth and Broadcloth. The coats are loose or semi-fitted; lined with white satin and elaborately trimmed with fancy braid.

\$29.75

Were \$35.00 to \$57.50

Silk Petticoats

\$2.98

Worth \$5

Every one of them new. Only made up two weeks ago.

Messalines, taffetas plaids and warp prints in black and colors. Plain tailored or with an accordion plaited flounce.

Sold us at a big reduction—and we are giving you the benefit of it.

They're simply great values!

Decided Price Reductions

Exceptionally Good Values in Dress Goods, 69c yd

Were \$1 and \$1.25 yard

Diagonals, Serges, Worsted, Soles and Suitings in black and all the staple colors, 42 to 46 inches wide; special this week, 69c.

Dress Goods, 98c yd

Were \$1.50 and \$1.75

Suitings, Worsted, Stripes, Checks, Plaids and Satin and rough face goods, 46 to 54 inches wide; wonderfully good value, 98c a yard.

Dress Goods, \$1.39 yd

Former Prices \$2 to \$3

Imported Novelty and Suitings, in fancy effects and plain colors. These goods are new, and our only reason for cutting the price is that we have too many of them.

Beautiful Silks, 69c yard

None sold for less than \$1.00; most of them \$1.50 and \$2.00 values.

1,500 yards of Marquisettes, Taffetas, Satins, All Silk Baroness Cloth, Silk Poplins, French Checks, Persian Chiffons, etc.—The latter 45 inches wide.

Imported Brocades, 98c yd

Were \$1.50 to \$2.25 yard

700 yards of high-class imported fabrics, 24 and 27 inches wide, in the leading evening and street shades. You'll save from 33 1-3 to 50 per cent. on the original purchase price of these fabrics.

CLEARANCE SALE WASH GOODS

2,000 yards of as pretty a lot of Wash Goods as you'll find anywhere. Clean, and to all intents and purposes as good to you as new, but we've carried them through the season, and now comes price-cutting time.

Silk and Cotton Mixtures, 25c yd

Former Prices, 50c to \$1.25 yd

The Biggest Bargain in the Clearance Sale.

Diagonal Silks, 27 inches wide, in all colors; also rough Rajah effects, in plain and fancy; full assortment of street and evening shades in this collection. In addition to the silk and cotton we also have a few silk and linen mixtures.

Silk Mouselines, 19c yd

Were 25c to 59c yd

A rich looking silk and cotton

fabric, 27 inches wide, in changeable effects of green, pink, blue, lavender and tan. Two-thirds cut from the price of many of these goods.

Wash Goods, 7 1/2c yd

Were 12 1/2c and 15c

Half price for a lot of Kimono Cloths, Flannelettes and Dress Gingham, 27 inches wide; light and dark colors.

Galatea Cloth, 12 1/2c yd

Was 16 2-3c and 19c

Tan and brown, with self-color stripes; also solid colors, 27 inches wide, pretty patterns.

Dress Gingham, 12 1/2c yd

Were 15c to 25c

Fine Zephyr Gingham, 27 inches wide; stripes and checks, all colors.

Dress Gingham, 19c yd

Were 25c to 39c yd

Imported goods, in a beautiful assortment of stripes and checks; half price for some of these fabrics.

Poplins, 19c yd

Were 25c and 29c

White grounds, with mercerized

colored stripes, 25 and 30 inches wide; handsome patterns.

White Batiste, 11c yd

A 17c Value

Mercerized Batiste, 27 inches wide; one of the best things in our clearance sale.

White Dimity, 12 1/2c yd

27 inches wide, all size checks; a good 17c fabric for 12 1/2c a yard.

French Lawns, 12 1/2c yd

Worth 17c

Fine White Smooth Thread Lawns,

45 inches wide; nothing better at the price for waists and dresses.

French Lawns, 19c yd

A 25c Value

Fine Sheer White Lawn, for women's waists and dresses; laundries beautifully; special, 10c a yard.

Mercerized Lawns, 19c yd

Worth 25c

Fine White Mercerized Lawn, 40 inches wide, very sheer; clearance sale price 10c a yard.

You Can Now Buy Good Table Linens At the Lowest Prices of the Season

German Damask, 79c yd

Regular Price \$1

All Linen Silver Bleach German Damask, two yards wide; good, heavy weight.

Scotch Damask, 79c yd

Regular Price \$1

Full bleached, all linen, 72 inches wide; good weight; great value at 79c.

\$1.50 Table Damask,

\$1.15 yard

Extra Fine All Linen Double Damask, two yards wide; all new patterns, just over from Scotland; special, \$1.15 a yard.

\$2 Table Cloths, \$1.29

Hemstitched Silver Bleach German Linen, 84x12; special this week, \$1.29.

Napkin Specials

6-8 All Linen Napkins, good weight, \$1.50 a dozen; worth \$2.50.

24x21-inch Napkins, all linen, \$2.50 a dozen; worth \$3.50.

24x24-inch Napkins, all linen, extra heavy weight, beautiful patterns, \$2.98 a dozen; worth \$4.00.

39c Tray Cloths, 29c

All Linen Damask Hemstitched Tray Cloths, very cheap at 29c.

Soiled and Mussed Table Cloths

We've Cut Deep Into the Prices

Finest Linens, rich patterns.

Five Cloths, 24x36 and 24x48 yards.

\$4.69 Each

Were \$6.50 and \$7.50.

Three Cloths, 24x36 yards, heavy weight, fine finish.

\$9.48

Were \$15.00.

Two Cloths, 24x36 yards, extra heavy weight.

\$5 Each

Were \$8.00.

Two Cloths, 24x36 yards, good weight, beautiful finish.

\$14.48

Were \$22.50.

Eight Cloths, 24x36 and 24x48 yards, fine satin finish.

\$6.98 Each

Were \$12.50.

One Cloth, 24x48 yards.

\$14.69

Was \$19.50.

One Cloth, 24x48 yards.

\$17.48

Was \$25.00.

You'll Save as Much as 25% on These Sheets and Pillow-Cases

69c Sheets, 55c Each

Good Round Thread Sheet, 24x36 yards; special this week, 55c.

\$1 Sheets, 79c Each

Hemstitched and made of good quality sheeting, 24x36 yards.

Linen Sheets, \$5.15 Pair

Regular Price \$6.50

Hemstitched, Sheets, made of good, heavy, round thread linen, 24x36 yards; great value.

\$5.15

Pillow-Cases, 14c Each

Worth 18c

Made of good, round thread cotton, free from dressing, 42x36 inches; clearance price, each, 14c.

Pillow-Cases, 98c Pair

Worth \$1.25

Hemstitched Initial Pillow Cases, made of very fine cotton, with a linen finish, 45x36 inches; one pair in a fancy box, for \$1.25.

Linen Sheet, 89c Yard

Regular Price \$1.25

Extra Heavy Round Thread All Linen Sheet, 24 yards wide; this is an exceptional value.

Huck Towels, \$3 Dozen

The \$4 Kind

Extra Heavy All Linen Huck Towels, with damask borders and scalloped embroidered ends; 15x37 inches; special in this sale, each, 25c.

This Week We'll Sell MILLINERY At Less Than 1/2 Price

Untrimmed Felt Hats, \$1.00; were \$2.00 to \$4.50.

Trimmed Hats, \$2.00; were \$7.00 to \$12.00.

Trimmed Hats, \$5.00; were \$9.00 to \$12.00.

Trimmed Hats, \$7.50; were \$12.50 to \$15.00.

Children's Hats, in French felt and heavier, \$1.50 and \$3.00; were \$2.50 and \$6.00.

Only a few left.

Oriental Rugs Reduced

Prices Cut From 25% to 50%

ENTIRE STOCK INCLUDED IN THIS CLEARANCE SALE

We bought more Oriental Rugs this year than we needed. To reduce the stock at least one-half before inventory we've decided to make some very drastic reductions in price.

These rugs represent the best of value at their original prices.

The room size rugs average 9x12 feet, divided into five lots, as follows:

LOT 1.	LOT 2.	LOT 3.	LOT 4.	LOT 5.
Five Rugs, were \$132.00 each, now	Seven Rugs, were \$140.00 each, now	Ten Rugs, were \$172.00 each, now	Four Rugs, were \$240.00 each, now	Eight Rugs, were \$250.00 each, now
\$89.50	\$96.50	\$119.00	\$169.00	\$189.00

Our entire stock of Small Size Oriental Rugs, including Hall Runners, are also included in this sale.

They've been divided into nine lots, as follows:

Lot 1	Lot 2	Lot 3	Lot 4	Lot 5	Lot 6	Lot 7	Lot 8	Lot 9
Were \$12.50	\$18.00	\$25.00	\$30.00	\$40.00	\$45.00	\$52.00	\$78.00	\$100.00
Now \$6.98	\$10.98	\$15.98	\$19.98	\$25.00	\$29.98	\$36.50	\$49.50	\$65.50

Muslin Underwear at Reduced Prices

Lot 1 Women's Gowns, Corset Covers, Skirts, Drawers, Chemise and Children's Gowns, made of fine nainsook and trimmed with lace and embroidery.

59c

Were 60c to 95c.

Lot 2 Women's Gowns, Corset Covers, Drawers, Skirts and Chemise, made of cambric and nainsook, trimmed with lace and ribbon. The gowns are low and high neck.

\$1.48

Were \$1.08 to \$2.50.

Very Interesting News Concerning Women's Gloves

Women's Walking Gloves, English Cape Goat skin, mannish cut, tan and brown, 60c a pair; were \$1.00.

Women's Barrietz Gloves, six-button, tan and brown, 98c a pair; were \$1.75.

Women's Military Gauntlets, eight buttons, new tan and brown shades, \$1.10 a pair; were \$3.00.

Women's Silk Golf Gloves, in gray and white 50c; worth \$1.30.

Lot 3 Women's Gowns, Drawers, Skirts and Corset Covers, made of fine nainsook, beautifully trimmed.

\$1.98

Were \$2.75 and \$2.98.

Lot 4 Silpover Gowns, Embroidered and Lace Skirts and Drawers, Corset Covers and Chemise, made of the finest nainsook, trimmed with lace and ribbon.

\$2.98

Were \$3.50 to \$4.08.

Dent's Gloves, twelve-button, Cape skins, tan, brown and black, \$1.50 a pair; were \$3.00.

Perrin's Real French Kid Gloves, twelve buttons, \$1.98 a pair; were \$3.00.